



CS 97-55
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WEST DES MOINES COMMUNITY SCHOOLS
LEARNING RESOURCE CENTER

March 28, 1997

The Honorable Reed Hundt
Chairman
Federal Communications Commission
1919 M Street, NW, Room 814
Washington, D.C. 20554

Dear Chairman Hundt,

Please accept this letter of support for the Telecommunications Act and the Federal-State Joint Board discount plan as presently proposed.

I am the Associate Superintendent for Teaching and Learning for the West Des Moines Community School District in West Des Moines, Iowa. We are currently updating the technology plan for this school district. We have offered our students technology rich experiences since the beginning of the opportunities which became available with the development of the first desk top computers in the mid-1980's. Since that time we have continued to offer applications which are transferable to real life situations while utilizing as contemporary technologies as possible. Our community has been supportive of this effort and expect this type of exploration for their children.

The opportunities which access to the Information Superhighway via CC Docket No. 96-45 will allow us to provide our students are the types of experiences needed by today's youth to be successful in tomorrow's market place.

Please support the Joint Board's discount plan for universal service for schools and libraries.

Thank you.

Respectfully,

Doug Buchanan

Doug Buchanan, Ed.D.
Associate Superintendent

March 1997

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket **No.97-55**, FCC 97-34

I am writing on behalf of the National PTA and the local PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide **sufficient** content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this **fall** which demonstrate overwhelming parent preference for a rating **system** that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information **about** the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that fails to include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more **frequently** during the course of a **program**;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so **important** to children and families.

Sincerely,

Forlee G. Scumbe
(POE) Edgar Wilson Poe School

Chicago, Illinois

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March 1997

Chairman Reed Hundt and FCC Commissioners
C/o Federal Communications Commission
1919 M. Street N.W., Room 222
Washington, DC 20554

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RE: CS DOCKET NO. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

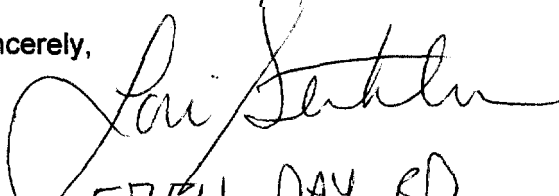
I am writing on behalf of the National PTA and the Colerain Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide **sufficient** content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents **information** about the content of programs were conducted by the National PTA, U.S. News and *World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret **what** is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the **screen** and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. **Further**, the FCC should accept no rating system that does not include content information **about** programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to **receive more** than one rating system;
- That the rating icon on the **TV** screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this **opportunity** to comment on an issue so important to children and **families**.

Sincerely,


5754 DAY RD
CIN, OH 45252

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Terry Parker High School PTSA

7301 **Parker** School Road
Jacksonville, Florida 32211

March 30, 1997

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Chairman Reed Hundt and FCC Commissioners
C/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34


I am writing on behalf of the National PTA and the Terry Parker High School PTSA, of Jacksonville, Florida, to voice our opposition to the rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves, based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is not helpful.

The FCC, by law, is required to determine whether the industry's rating system has met the statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- The FCC should accept no rating system that does not include content information about programs, such as V for violence, S for sexual depiction and nudity and L for language;
- **That** the rating icon on the TV screen be made larger, be more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC is evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely yours,


Annelle McClean
President

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March 25 1997

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No.97-55, FCC 97-34

I am very concerned about the content of today's television programs. While the v-chip rating system is an attempt to forewarn TV viewers about the nature of a program, it does not go far enough. Content descriptions should also be included with the rating and they should be presented on screen before the show begins.

Ideally, however, I would like to see the television industry take more responsibility in policing itself to reduce the amount of sex and violence that we as a nation are exposed to. Television is such a powerful medium that I would like to see that power used to have a more positive impact on all of us.

Sincerely,
Renee Whelehan
Baltimore, Md.

*Whelehan
4904 Tartan Hill Rd.
Perry Hall, Md. 21128*

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Andrews Elementary P.T.A.
Portland, TX. 78374

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
191 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrew+Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry's rating system. We request the following:

*That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);

*That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

*That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program:

*That the rating board be independent of the industry and the FCC and that it include parents; and

*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary thanks you for the opportunity to comment on this issue so important to our children and families.

Sincerely,

Madeline Sauchy

Portland, Texas

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Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the ~~Elkhart, Indiana~~ ^{West} ~~Elkhart, Indiana~~ ^{PTA} to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and *World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Julien Bullock

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MANCHESTER PTA COUNCIL

**c/o 45 North School Street
Manchester, CT 06040**

March 26, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National Parent Teacher Association and the Manchester PTA Council. The Manchester PTA Council is comprised of officers and delegates who represent the parents and teachers of approximately 8,000 children attending 13 schools.

The purpose of our letter is to express our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the screen does not provide sufficient content information to enable parents to make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

We fully agree with the National PTA's recommendation of a Descriptive-Content Based TV Rating System. Under no circumstances should a rating system be accepted that does not include content information about programs such as V (for violence); S (for sexual depiction and nudity) and L (for language).

The FCC should further require a V-chip band broad enough that would allow parents to receive more than one rating system; a rating icon on the TV screen that is made larger, more prominently placed on the screen, and appears more frequently during the course of the program; a rating board that is independent of the industry and the FCC and that includes parents; and a rating system approved by the FCC should be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Mrs. Wendy Smyth, President
Manchester PTA Council

(on behalf of the Parents and Teachers of Manchester, CT)

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HILLSDALE ELEMENTARY SCHOOL PTA

810 Edmund Street
Aberdeen, MD 21001
410-273-5530

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March 27, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the NATIONAL PTA and the Harford County PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Report TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. Our PTA does not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

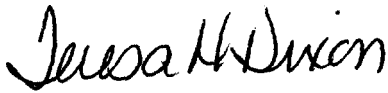
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- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

A handwritten signature in black ink, reading "Teresa H. Dixon". The signature is written in a cursive, flowing style.

Teresa H. Dixon
PTA President

SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the local council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents,

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name

Town, State

Debra Gode
Grapevine, Texas

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